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Los Angeles Times  
 10/7/05



# Verizon FIOS

Orange County, N.J. 07065  
July 1, 2005

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THE LONELY MAN  
AND THE WOMAN  
WHO LOVES HIM

THE LONELY MAN  
AND THE WOMAN  
WHO LOVES HIM

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AND THE WOMAN  
WHO LOVES HIM



## DECLARATION OF JOHN H. KEIB

I, John H. Keib, declare and state as follows:

1. I am the New York Regional Vice President of marketing for Time Warner Cable ("TWC"). I have been with TWC since 1998 in a variety of marketing and sales functions. Previously, I was employed by DirecTV. I submit this declaration in support of the application by Time Warner Inc. ("Time Warner") for the transfer of certain FCC licenses in connection with the acquisition by TWC of certain cable systems from Adelphia Communications Corporation ("Adelphia") and Comcast Corporation ("Comcast").

2. TWC offers video, High Speed Data and Digital Phone service throughout substantial portions of a geographically efficient footprint covering nearly all of upstate New York and Northern New York State, with certain exceptions including the Cities of Utica, Plattsburgh, Buffalo and various smaller pockets. Our key top-100 DMAs include Albany, Rochester and Syracuse, with additional coverage in the smaller Binghamton, Utica/Rome, Watertown and Elmira DMAs.

3. Due to TWC's significant serviceability across these DMAs, we are able to efficiently market our services through local and regional mass media, including local television, radio and print. These media provide a strong vehicle for generating effective reach and frequency at a highly affordable cost per point.

4. Set forth below is an overview of TWC media buys for the period December, 2004 through November, 2005 in the principal DMAs in this area:

**Print** (daily newspaper only)

• Syracuse/Watertown	column inches
• Rochester	column inches
• Albany	column inches

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**Radio**

- Syracuse/Watertown spots
- Rochester spots
- Albany spots

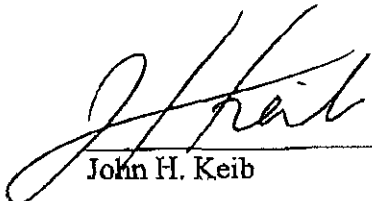
**Local TV**

- Syracuse/Watertown spots
- Rochester spots
- Albany spots

5. I believe that TWC's efficient use of local and regional mass media covering our geographically rational footprint in these DMAs has contributed to our ability to compete more effectively with satellite TV, regional telephone companies and other competitors in these service areas. If our service footprints in these areas were not well clustered, it would be inefficient for TWC to make such extensive use of DMA-wide mass media because we would have to pay for coverage of large numbers of consumers who would be unable to buy our products.

Pursuant to 28 U.S.C. § 1746, I declare under penalty of perjury that the foregoing is true and correct to the best of my knowledge, information and belief.

Dated: November 9, 2005  
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\_\_\_\_\_  
John H. Keib

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